

WHAT IS CLAIMED IS:

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1. A sales support information providing method which provides salespersons with information concerning a selling method by using a server, comprising:

10 transmitting an answer request to salesperson terminals, the answer request requesting each terminal to input an answer choice to the selling method contained in the request;

receiving answer data from the terminals, the answer data of each terminal containing an answer choice input by one of the salespersons for the selling method;

15 storing the respective answer data corresponding to the salespersons cumulatively as an answer file, the answer file containing records which correspond to the answer data of the salespersons respectively;

20 extracting each record from the answer file to increment each of total counts for one or more of predetermined attributes which are met by a corresponding one of the salespersons for the extracted record; and

25 transmitting results of the total counts for said one or more of the predetermined attributes to the salesperson terminals which are related to the selling method.

30 2. The sales support information providing method according to claim 1 wherein said one or more of the predetermined attributes include shop attributes of shops which the salespersons belong to.

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3. The sales support information providing method according to claim 1 wherein said one or more of the predetermined attributes include customer attributes of customers which the salespersons are responsible to.

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4. The sales support information providing method according to claim 1 wherein said one or more of the predetermined attributes include salesperson attributes of the salespersons.

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5. The sales support information providing method according to claim 1 wherein the answer request contains a questionnaire of the selling method.

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6. The sales support information providing method according to claim 5 wherein the questionnaire is generated by including a selected one of success cases, sent from the salespersons to a bulletin board, and a set of answer choices.

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7. A computer program embodied therein for causing a computer to execute a sales support information providing method, the method comprising:

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transmitting an answer request to salesperson terminals, the answer request requesting each terminal to input an answer choice to a selling method contained in the request;

receiving answer data from the terminals, the answer data of each terminal containing an answer choice input by one of salespersons for the selling method;

5 storing the respective answer data corresponding to the salespersons cumulatively as an answer file, the answer file containing records which correspond to the answer data of the salespersons respectively;

10 extracting each record from the answer file to increment each of total counts for one or more of predetermined attributes which are met by a corresponding one of the salespersons for the extracted record; and

transmitting results of the total counts for said one or more of the predetermined attributes to the salesperson terminals which are related to the selling method.

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20 8. A computer-readable storage medium storing a computer program embodied therein for causing a computer to execute a sales support information providing method, the method comprising:

25 transmitting an answer request to salesperson terminals, the answer request requesting each terminal to input an answer choice to a selling method contained in the request;

receiving answer data from the terminals, the answer data of each terminal containing an answer choice input by one of salespersons for the selling method;

30 storing the respective answer data corresponding to the salespersons cumulatively as an answer file, the answer file containing records which correspond to the answer data of the salespersons respectively;

35 extracting each record from the answer file to increment each of total counts for one or more of predetermined attributes which are met by a corresponding one of the salespersons for the extracted record; and

transmitting results of the total counts for said one or

more of the predetermined attributes to the salesperson terminals which are related to the selling method.

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9. A sales support data providing apparatus comprising:
means for transmitting an answer request to salesperson terminals, the answer request requesting each terminal to input
10 an answer choice to a selling method contained in the request;
means for receiving answer data from the terminals, the answer data of each terminal containing an answer choice input by one of salespersons for the selling method;
means for storing the respective answer data
15 corresponding to the salespersons cumulatively as an answer file, the answer file containing records which correspond to the answer data of the salespersons respectively;
means for extracting each record of the answer file to increment each of total counts for one or more of predetermined
20 attributes which are met by a corresponding one of the salespersons for the extracted record; and
means for transmitting results of the total counts for said one or more of the predetermined attributes to the salesperson terminals which are related to the selling method.

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